



**MEDIA RELEASE**

**16 SEPTEMBER 2019**

**Poachers ‘keeps it in the family’ as new generation vigneron introduces *Poachers Vineyard*.**

There are big changes afoot at [Poachers Pantry](#), the Canberra region’s most well known and loved smokehouse and vineyard. Today it announced its new wine label, *Poachers Vineyard*, proudly launching a line-up of estate grown wines, under the Poachers umbrella.

“We’re so excited to reveal the new line up of Poachers Vineyard wines. Just as our family has come of age, so have our wines, and we are releasing the latest vintage made exclusively from our organically managed vineyard that wraps around the hills close to the restaurant,” said Poachers Vineyard’s second-generation vigneron, Will Bruce.

“Wines under the Poachers Vineyard label include two new varietals, a Riesling that has just been awarded a gold medal by Winewise, and a Tempranillo. In total there are six wines in the new range including Sauvignon Blanc, Rose, Pinot Noir and Syrah.” continued Will.

The move is part of a total branding overhaul at Poachers, which was established near Hall on Canberra’s outskirts back in 1991, as the brainchild of founder, Susan Bruce. Susan, who is Will’s mother, is tremendously proud of how the family business has grown, and now sees three generations of the Bruce family living and working at the family farm near Hall. Poachers Smokehouse Restaurant showcases the family’s artisan smoked meats, and estate grown wines, and is an outstanding country wedding and event destination.

“The new Poachers branding will roll out across all our smoked products over the coming month providing a smart and more contemporary look, along with being more environmentally conscious,” continued Will.

Will also revealed a range of new Poachers food and wine experiences on offer for visitors from Spring, including delightful Poachers Spring Picnics in the vineyards from September to April, and the new five course tasting menu matched with wines. Susan and Will are also working on some very special experiences including Smoking Masterclasses and Food Photography Masterclasses – both in the pipeline.



For more information on Poachers Pantry and Poachers Vineyard, go to  
[www.poacherspantry.com.au](http://www.poacherspantry.com.au)

**For more information, images, interview, or to discuss a possible visit to  
Poachers please contact:**

Lauren Griffiths, Threesides Marketing – 0417 409 264 or  
[lauren.griffiths@threesides.com.au](mailto:lauren.griffiths@threesides.com.au)